IN THE CLAIMS:

1. (Cancelled).

2. (Previously presented) The method of claim 59, further comprising using the computer system to:

   rank the prospect lists identified in the database and associated with the at least one other list purchaser based on predetermined factors.

3. (Previously presented) The method of claim 59, further comprising using a computer system to:

   remove duplicate prospective customers from the targeted list of prospective customers.

4. (Previously presented) The method of claim 59, wherein the database of prospective customers is a computer database available over a computer network via client computers to a plurality of list purchasers.

5. (Previously presented) The method of claim 59, wherein using the computer system to provide access to the first list purchaser includes using the computer system to:

   distribute the targeted list of prospective customers to the first list purchaser.

6. (Previously presented) The method of claim 59, wherein providing access to the first list purchaser includes

   distributing the targeted list of prospective customers to a third party associated with the first list purchaser.

7. (Original) The method of claim 6, wherein the third party contacts prospective customers on behalf of the first list purchaser.

1   8. (Previously presented) The method of claim 6, wherein the third party stores the targeted

2   list of prospective customers on a storage medium and delivers the storage medium to the

3   first list purchaser.

1   9. (Cancelled).

1   10. (Previously presented) The computer-readable storage medium of claim 60, further

2   comprising processing instructions for directing the computer to

3   rank the prospect lists identified in the database and associated with the at least one

4   other list purchaser based on predetermined factors.

1   11. (Previously presented) The computer-readable storage medium of claim 60, further

2   comprising processing instructions for directing the computer to

3   remove duplicate prospective customers from the targeted list of prospective

4   customers.

1   12. (Previously presented) The computer-readable storage medium of claim 60, wherein the

2   database is a computer database of prospective customers available over a computer network

3   via client computers to a plurality of list purchasers.

1   13. (Original) The computer-readable storage medium of claim 12, wherein the database of

2   prospective customers is coupled to the computer over a computer network.

1   14-16. (Cancelled).

1   17. (Currently amended) The system of claim 61, wherein the ~~prospect list~~server computer

2   identifies at least one ~~of the at least one~~said other list purchaser based on additional

3   predetermined criteria relating ~~the at least one~~that other list purchaser to the first list

4   purchaser.

1   18. (Previously presented) The system of claim 17, wherein the predetermined criteria

2   concerns a business of the first list purchaser and the at least one other list purchaser.

1   19-32. (Cancelled).

1   33. (Previously presented) A method for generating a targeted list of prospective customers

2   for a first list purchaser, the method comprising:

3   using a computer system to:

4   identify, in a computer database of prospect lists, a successful list of

5   prospective customers that the computer database associates with the first list purchaser and

6   with data that indicate that the first list purchaser reported a successful use of that prospect

7   list;

8   identify, in the computer database, at least one other prospect list that

9   includes at least one of the prospective customers included in the successful list of

10   prospective customers for the first list purchaser; and

11   provide to the first list purchaser access to a targeted list of prospective

12   customers, the targeted list including at least one of the prospective customers from the at

13   least one other prospect list.

1   34. (Previously presented) The method of claim 33, wherein each of the prospective

2   customers stored in the computer database is assigned a unique known party ID and wherein

3   using the computer system to identify the at least one other prospect list includes using the

4   computer system to:

5   identify, in the database, prospective customers that have the same known party ID

6   as the known party ID assigned to at least one of the prospective customers from the

7   successful list of prospective customers for the first list purchaser.

1 35. (Previously presented) The method of claim 33, wherein using the computer system to

2 identify the at least one other prospect list includes using the computer system to:

3   identify, in the database, prospective customers having at least one attribute similar

4 to at least one attribute of at least one of the prospective customers from the successful list

5 of prospective customers for the first list purchaser.

1 36. (Previously presented) The method of claim 33, further comprising using the computer

2 system to:

3   rank the at least one other prospect list identified in the computer database based on

4 predetermined factors.

1 37. (Previously presented) The method of claim 33, further comprising using the computer

2 system to:

3   remove duplicate prospective customers from the targeted list of prospective

4 customers.

1 38. (Previously presented) The method of claim 33, wherein using the computer system to

2 provide access to the first list purchaser includes using the computer system to:

3   distribute the targeted list of prospective customers to the first list purchaser.

1 39. (Previously presented) The method of claim 33, wherein using the computer system to

2 provide access to the first list purchaser includes using the computer system to:

3   distribute the targeted list of prospective customers to a third party associated with

4 the first list purchaser.

1 40. (Original) The method of claim 39, wherein the third party contacts prospective

2 customers on behalf of the first list purchaser.

1   41. (Original) The method of claim 39, wherein the third party stores the targeted list of

2   prospective customers on a storage medium and delivers the storage medium to the first list

3   purchaser.

1   42. (Previously presented) The method of claim 33, further comprising using the computer

2   system to:

3   solicit feedback from the first list purchaser to evaluate success of the targeted list

4   provided to the first list purchaser.

1   43. (Previously presented) The method of claim 42, further comprising using the computer

2   system to:

3   store the feedback from the first list purchaser in the computer database.

1   44. (Canceled)

1   45. (Previously presented) A computer-readable storage medium encoded with processing

2   instructions for directing a computer to:

3   identify, in a computer database of prospect lists, a successful list of prospective

4   customers that the computer database associates with the first list purchaser and with data

5   that indicate that the first list purchaser reported a successful use of that prospect list;

6   identify, in the computer database, at least one other prospect list that includes at

7   least one of the prospective customers included in the successful list of prospective

8   customers for the first list purchaser; and

9   provide to the first list purchaser access to a targeted list of prospective customers,

10 the targeted list including at least one of the prospective customers from the at least one

11 other prospect list.

1   46. (Previously presented) The computer-readable storage medium of claim 45, wherein

2   each of the prospective customers stored in the computer database is assigned a unique

3   known party ID and further comprising processing instructions for directing the computer to

4   identify, in the database, prospective customers that have the same known party ID

5   as the known party ID assigned to at least one of the prospective customers from the

6   successful list of prospective customers for the first list purchaser.

1   47. (Previously presented) The computer-readable storage medium of claim 45, wherein

2   the processing instructions for directing the computer to identify the at least one other

3   prospect list includes processing instructions for directing the computer to

4   identify, in the database, prospective customers having at least one attribute similar

5   to at least one attribute of at least one of the prospective customers from the successful list

6   of prospective customers for the first list purchaser.

1   48. (Previously presented) The computer-readable storage medium of claim 45, further

2   comprising processing instructions for directing the computer to

3   rank the at least one other prospect list identified in the computer database based on

4   predetermined factors.

1   49. (Original) The computer-readable storage medium of claim 45, further comprising

2   processing instructions for directing the computer to

3   removing duplicate prospective customers from the targeted list of prospective

4   customers.

1   50. (Previously presented) The computer-readable storage medium of claim 45, further

2   comprising processing instructions for directing the computer to

3   solicit feedback from the first list purchaser to evaluate success of the targeted list

4   provided to the first list purchaser.

1   51. (Original) The computer-readable storage medium of claim 50, further comprising

2   processing instructions for directing the computer to

3   store the feedback from the first list purchaser in the computer database.

1   52. (Original) The computer-readable storage medium of claim 51, wherein identifying a

2   successful list of prospective customers for the first list purchaser is based on the feedback

3   from the first list purchaser stored in the computer database.

1   53-55. (Canceled)

1   56. (Previously presented) The computer system of claim 62, wherein the means for

2   generating the targeted list is configured to identify at least one of the at least one other list

3   purchaser based on additional predetermined criteria relating the at least one of the at least

4   one other list purchaser to the first list purchaser.

1   57. (Previously presented) The computer system of claim 62, wherein the predetermined

2   criteria concerns a business of the first list purchaser and the at least one of the at least one

3   other list purchaser.

1   58. (Canceled).

1   59. (Currently amended) A method for generating a targeted list of prospective customers

2   for a first list purchaser, the method comprising:

3   providing in a computer-readable medium a database of prospect lists of prospective

4   purchasers, the database associating with each of a plurality of the prospect lists (i) at least

5   one list purchaser who used the prospect list and (ii) for each list purchaser who used that

6   prospect list, data that indicate whether feedback from the list purchaser reported a

7   successful use of that prospect list; and

8   using a computer system to:

9   identify, in the database of prospect lists, at least one said prospect list that

10   the database associates with the first list purchaser and with data that indicate that the first

11   list purchaser reported a successful use of that prospect list, thereby forming a first list group

12   of which each member is a prospect list thus identified;

13   identify, in the database of prospect lists, at least one other list purchaser

14   indicated by the data to have reported a successful use of a list in the first list group;

15   for each such other list purchaser, identify, in the database of prospect lists,

16   one or moreat least one prospect lists list of which a successful use is indicated by the data

17   to have been reported by that other list purchaser; and

18   provide the first list purchaser access to a targeted list of prospective

19   customers drawn from among a second list group consisting of at least one prospect list thus

20   identified.

1   60.   (Currently amended) A computer-readable storage medium encoded with processing

2   instructions for directing a computer to:

3   communicate with a database of prospect lists of prospective purchasers, the

4   database associating with each of a plurality of the prospect lists (i) at least one list

5   purchaser who used the prospect list and (ii) for each list purchaser who used that prospect

6   list, data that indicate whether feedback from the list purchaser reported a successful use of

7   that prospect list; and

8   identify, in the database of prospect lists, at least one said prospect list that the

9   database associates with the first list purchaser and with data that indicate that the first list

10   purchaser reported a successful use of that prospect list, thereby forming a first list group of

11   which each member is a prospect list thus identified;

12   identify, in the database of prospect lists, at least one other list purchaser indicated

13   by the data to have reported a successful use of a list in the first list group;

14   for each such other list purchaser, identify, in the database of prospect lists, one or

15   moreat least one prospect lists list of which a successful use is indicated by the data to have

16   been reported by that other list purchaser; and

17   provide the first list purchaser access to a targeted list of prospective customers

18 drawn from among a second list group consisting of at least one prospect list thus identified.

1   61.   (Currently amended) A system for implementing a computerized prospect list of

2   prospective purchasers, the system comprising:

3   a database of prospect lists of prospective purchasers, the database associating with

4   each of a plurality of the prospect lists (i) at least one list purchaser who used the prospect

5   list and (ii) for each list purchaser who used that prospect list, data that indicate whether

6   feedback from the list purchaser reported a successful use of that prospect list; and

7   a server computer configured to provide the prospect list to a plurality of list

8   purchasers via client computers by:

9   identifying, in the database of prospect lists, at least one said prospect list that

10 the database associates with the first list purchaser and with data that indicate that the first

11 list purchaser reported a successful use of that prospect list, thereby forming a first list group

12 of which each member is a prospect list thus identified;

13   identifying, in the database of prospect lists, at least one other list purchaser

14 indicated by the data to have reported a successful use of a list in the first list group;

15   for each such other list purchaser, identifying, in the database of prospect

16 lists, ~~one or more~~at least one prospect list~~lists~~ of which a successful use is indicated by the

17 data to have been reported by that other list purchaser; and

18   providing the first list purchaser access to a targeted list of prospective

19 customers drawn from among a second list group consisting of at least one prospect list thus

20 identified.

1   62.   (Currently amended) A computer system for generating a targeted list of prospective

2   customers for a first list purchaser, the computer system comprising:

3   means for storing a database of prospective lists of prospective purchasers, , the

4   database associating with each of a plurality of the prospect lists (i) at least one list

5   purchaser who used the prospect list and (ii) for each list purchaser who used that prospect

6   list, data that indicate whether feedback from the list purchaser reported a successful use of

7   that prospect list;

8   a network interface for connective the computer system to a computer network, the

9   computer system being accessible over the computer network via client computers to a

10   plurality of list purchasers;

11   means for providing a user interface comprising controls whereby a list purchaser

12   can access information concerning prospect lists stored in the database; and

13   means for generating the targeted list for the first list purchaser, the means being

14   configured to:

15   identify, in the database of prospect lists, at least one said prospect list that

16   the database associates with the first list purchaser and with data that indicate that the first

17   list purchaser reported a successful use of that prospect list, thereby forming a first list group

18   of which each member is a prospect list thus identified;

19   identify, in the database of prospect lists, at least one other list purchaser

20   indicated by the data to have reported a successful use of a list in the first list group;

21   for each such other list purchaser, identify, in the database of prospect lists,

22   ~~one or more~~at least one prospect ~~lists~~ list of which a successful use is indicated by the data

23   to have been reported by that other list purchaser; and

24   provide the first list purchaser access to a targeted list of prospective customers drawn from

25   among a second list group consisting of at least one prospect list thus identified.